

**South Park Stakeholders Group – DISI Committee Meeting
Wednesday, January, 2015, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Committee Members: Terri Toennies, Daniel Taban (Board members)
Dawn Davis, Gee Padilla, Brian Greene,

Staff: Jessica Lall, Amanda Irvine

Guest: Jordan Dias

MINUTES:
Meeting called to order at 8:36am.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
1. Public Comment /Introductions	<p>Terri called meeting to order at 8:36 AM. Introductions around the table.</p> <p>Jessica: DISI Committee meetings are informal, and meet every other month, on the 2nd Wed. Committee is the working arm of the Board; talk out ideas and make recommendations to the Board; think about ideas critically. Expectation is to be here when you can. We keep minutes and are subject to the Brown Act. We are a 501c6 non-profit which gives up the ability to lobby.</p>	No action taken
2. Review highlights of 2014 a. Show & discuss South Park Video	<p>Launching Brand Campaign</p> <p>Jessica: Have been launching our new branding campaign, created by AEG Creative with two sets of street banners, one with Avant apartments, ads in the DT News, etc. The branding concept: “This is our time, this is our place” ;“The place to be.” Goal is to attract the type of high-end retail that we want to see in our community. This will enable Jessica Mandelbaum who meets with various retailers to describe the character of South Park, tell the local story.. The BID partnered with KCRW in October to run an advertisement promoting South Park. It was three weeks of 30-second spots. This was an example of what a longer partnership with KCRW could look like. We have analytics to show how effective the advertisement was at driving people to our website. In addition to KCRW, the BID purchased ads in the Los Angeles Downtown News, which is daily and online. We also started Green Carpet Events, and have done three so far: Tom’s Urban, The Briks and ChocoChicken. Goal of Green Carpet</p>	No action taken but there was a lot of ideas to follow up on – reach out to micah, reach out to hotels, create a shorter version, reach out to LACC and other entities

	<p>Events is to promote businesses in the district. The next Green Carpet Event is at Bottle Rock LA, Tuesday January 20th. We are expanding to non-restaurants as well - next month's Green Carpet Event will be a private screening room at L.A. LIVE's Regal Cinemas to watch Fifty Shades of Grey on Wednesday, February 11th at 7 PM. March's event will focus on a small business Center that will offer business to business support. We are also working with Yelp and others to make sure that local businesses are better utilizing the resources available to them for advertising.</p> <p>a. Show South Park VIDEO</p> <p>We have also worked on a video, which focused on the energy here in South Park.</p> <p>We didn't want to push the video too hard before the holidays, but now we want to start to push it out in a meaningful way. Sending it around to AGG, hospital, Regal Cinemas, local restaurants,</p> <p>Terri: How are you using it thus far?</p> <p>Jessica: Video took more time than anticipated, we had it a week before our annual meeting. We are starting to push video this month in meaningful way. Any suggestions?</p> <p>Terri: Can you do shorter version?</p> <p>Jessica: That's a great idea. We are working on consolidating it to highlight the important aspects and make it more accessible, less specific to certain businesses.</p> <p>Terri: You can use it in different places if shorter.</p> <p>Brian: The video tends to drag towards the middle.</p> <p>Jessica: We will talk with the video's creator and another contact capable of editing to see ways in which we can shorten the video.</p> <p>Brian: How long is it?</p> <p>Jessica: Five minutes.</p>	
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	<p>Brian: It didn't feel like five minutes.</p> <p>Jessica: We want to promote it for retails interested in relocating to South Park area.</p> <p>Gee: Would recommend a shorter version as well, for modern attention spans. One strategy is a digital advertisement. Partner with different websites who can display ad on website. For example, click pop-up ads to watch video, or learn more by clicking here. It should be 1 min maximum. It should not be an end all description but rather an introduction piece of a larger marketing strategy – click throughs, call to action important.</p> <p>Terri: The video is about awareness about what is going on in the area. I think if you are able to shorten it to 2 minutes and play at the Convention Center then it would be a good awareness campaign. When you go to a new area, it would be helpful to know about it.</p> <p>Dawn: Is there a way to connect with the hotels to show the advertisement?</p> <p>Brian: I will check area to see if the hotels are interested. As a nonprofit can you advertise video for cheaper?</p> <p>Dawn : There should be great interest from the hotel's perspective to promote the video.</p> <p>(Daniel enters meeting).</p> <p>Jessica: We can working on running advertisements on television in hotel rooms in the area.</p> <p>Brian: Have you considered partnering with the LA Chamber of Commerce? LACTB?</p> <p>Gee: Consider a strategy for getting it outside the boundaries, maybe a banner ad (online). We could create specific videos for residents, businesses, entertainment – use the footage for attracting different types of uses. Stuff to do/attractions comes before the people.</p>	
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	<p>Jessica: Technically we are not allowed to spend outside of boundaries. BID's tend to get in trouble for running ads outside district. However, radio advertisements could work but actually using banners outside would not work. Main goal is to get the businesses here, we need to create more foot traffic - make that the priority.</p> <p>Gee: I see three groups to advertise to: potential residents, business to business support and business to resident. Creating diverse, shorter videos.</p> <p>Jessica: Number one priority is the businesses. It has been difficult attracting businesses because we currently don't have foot traffic to support them. It is a ghost town at lunch. We are trying to tell story of why it is worthwhile in the long run for businesses to start moving now.</p> <p>Dawn: What are some of the strategies used when reaching out to businesses? We should collect how Mandel is hearing from businesses, and focus on those areas where they've heard about us. Should be more strategic about direction.</p> <p>Jessica: Our main strategy is cold calling 90% of time. Jessica Mandelbaum works with brokers by enticing them about the vision of the South Park neighborhood. South Park is the hottest real estate market in Los Angeles. We have been featured in the LA Times, Downtown News and Wall St. Journal.</p> <p>Gee: There is limited bandwidth and budget, so if we focus on business, we don't have to focus on hotels or residents simultaneously.</p> <p>Dawn: I suggest scheduling a once a week Tweet that highlights some of business. You can create a hashtag with the businesses that way people can discover them if they are searching for it.</p> <p>Daniel: Another advertising suggestion is partnering with Curbed Los Angeles. Maybe free advertisement since there is a lot going on in the city.</p> <p>Jessica: Good Idea. We can flesh it out at our next meeting.</p>	
3. Website overhaul and	Website Overhaul	<i>Terri motioned to recommend to the</i>

<p>RFP</p> <p>a. Mobile app component</p>	<p>Jessica: Website was originally a disaster. We have worked with a contractor to update the “skin”, and Amanda has updated the content. Amanda worked on the mobile app which is similar but does not pull directly from the website, so it requires more staff time and is not as robust yet. Website content includes restaurants, upcoming events, information about South Park, and the video that you just watched. The most valuable resource is our commercial vacancies link that shows all available areas for businesses to occupy. We are going to incorporate South Park BID II areas because there is a lot of vacancies in that region. We want to now focus on updating it from the ground up. We need to make sure we incorporate the new area in the website. Something we’ll look at having is a more robust mobile version.</p> <p>We’d like this committee to recommend to the Board to solicit proposals for updating the website. We already have a few people in mind for sending it to, but we’ll be putting it out online as well. We can recommend an “up to” number. If you have ideas for other people to send it to, we can include them as well. Dawn can put it on the DTLA Facebook page. Want to be a vibrant tourist hub resource, as well as one for the local community.</p> <p>Daniel: An additional category for the Explore tab is adding a section for people who live in South Park to post pictures of themselves in the area.</p> <p>Jessica: Resources put venues and major news articles and information about what is going on; Free app that pulls from website; real benefit is reporting of clean and safe</p> <p>Gee: Who uses the mobile app?</p> <p>Jessica: App is used by neighborhood residents for cleaning and safety concerns. Cleaning and safety requests are the biggest usage.</p> <p>Amanda: Not everything on the website is on the app. If you try to open links from the newsletter on your phone you won’t always be able to directly. We need to modernize back end of it to create more robust app.</p> <p>Jessica: We need approval for a request for proposal (RFP). Once approved we will listen to the proposals to overhaul the website. We budgeted \$5,000 to \$8,000 for the proposal. Proposals along with attachments will be handed out for the committee to decide. Todd Houck an advisor from AEG who strategized the branding for BID put us in touch with someone he</p>	<p>Board to spend up to \$15,000 on website. Daniel seconds, all in favor, none opposed.</p> <p>Daniel motions to approve the RFP draft. Terri seconds, all in favor, none opposed.</p> <p>Jessica: RFP will be ready to go by March.</p>
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	<p>knows personally. He recommended up to \$15,000 for website improvements.</p> <p>Amanda: This is important because the website is our predominant form of communication.</p> <p>Jessica: Any comments on RFPs? We are working with Push PR a downtown PR firm that could do it themselves. If you have ideas of other people we can connect with let us know.</p> <p>Looking at the RFP:</p> <ul style="list-style-type: none"> • Terri - \$8,000 might not get you the robust website that you're looking for. • Take out the range, just say \$8,000 • You don't want something that's proprietary to a specific person or entity • Tabs are good, clean and direct <p>Dawn: I know people from DTLA. If you give me a synopsis of what you want to advertise, I can write it myself and they can display on their website.</p> <p>Terri: \$8,000 won't create the robust change that we are looking for. LA Auto Show spent \$30,000. I recommend up to \$15,000 to make sure it is not a waste of money.</p> <p>Jessica: We can make \$8,000 as baseline but can go up to \$15,000.</p> <p>Brian: The best companies may not look at the RFP because the price is too low. Who does administration on back end? We need website updates to be user friendly for the next group of people because current staff may not be here in the next 10 years.</p> <p>Brian: What are other BIDs doing?</p> <p>Jessica: Not much. We have more potential based on our staff.</p> <p>Amanda: We have one of the most dynamic website in comparison to a lot of BIDs across the country. It's more dynamic and user friendly. Balance between dynamic and more maintenance, because it important that it is relevant but manageable. Need to add an interactive map on website.</p> <p>Jessica: We want to be a vibrant tourist hub and show businesses that it is worth their time and investment.</p> <p>Terri: what is the traffic on the website?</p>	
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	<p>Amanda: Average 500 sessions per month. We have looked into buying southparkla.com, but it will cost \$4,000 (a lot for a domain).</p> <p>Dawn: Companies looking for space can look on the website at vacancy resource page. Big improvement since two years ago.</p> <p>Gee: Have you considered partnering with LADOT?</p> <p>Brian: would you want to go through city for a URL?</p> <p>Amanda: BID's are not considered part of the city. I don't want to get it confused.</p> <p>Jessica: Is \$4000 better spent on website or banners? What is the Return on Equity (ROE) investing in an expensive domain name?</p> <p>Brian: It also may be worth investing in a domain name that is easier to remember. How about southparkbid.com?</p> <p>Amanda: More focus on community not BID.</p> <p>Dawn: Is there a watch to make sure you don't lose domain name?</p> <p>Gee: Offer domain name for \$500.</p> <p>Jessica: Good idea.</p> <p>Jessica: We will pursuit the domain name that we want, and see if it expires.</p> <p>Daniel: Simpler and cleaner tabs are good.</p> <p>Terri: When you look at analytics try to see how often the available property spaces tab is being used.</p> <p>Gee: Gee: Now its very text driven, and web design is more image oriented now. Maybe the main outline should be graphic? Start with a series of questions, directions, themes. If goal is to simplify, I can talk to our web developer as well.</p> <p>Demographics on the website as well. Push downloading the app. We'll have a more robust report of the website and the app at the next meeting.</p>	
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	<p>Gee: Potential survey questions on website such as do you live here, are you looking to live here, as a ways to categorize users. Too many dropdowns weakens available resources.</p> <p>Dawn: Video driven is the future of websites.</p> <p>Gee: How much is the mobile app? How many downloads?</p> <p>Amanda: So far we have about 110 downloads.</p> <p>Jessica: We want a robust change on website and app.</p> <p>Terri: Will you have final 3 RFP people to present for the committee?</p> <p>Jessica: Yes we can do it March.</p> <p>Jessica: RFP will be ready to go by this week.</p>	
<p>4. Discussion: 10 year branding campaign</p>	<p>Jessica: 10 year anniversary of BID not neighborhood. Great opportunity to use this as a tool to communicate with the community within the branding campaign. I talked with Todd Hawk at AEG Creative – who has handled all of our marketing/brand development and advised us for low cost/free of cost. t. Materials could include business cards, materials, stamps and all other materials. Need to decide what we are trying to promote. What will the graphics look like? Looking in past or forward looking?</p> <p>Terri: Why is it important to recognize 10 years?</p> <p>Jessica: Bring awareness of what has happened and what will happen in the future and use as a new tool to communicate with stakeholders.</p> <p>Could focus on 10 biggest accomplishments in last 10 years? Problem is that BID has really stepped up in the last 3 years. We could talk about dollar investment, maybe the BID isn't totally responsible for but we played a roll. We can graphic implementation internally.</p> <p>Daniel: Good excuse to get name out there.</p>	<p>No action taken. Jessica will work with Todd Hawk and the board to have a more solid plan to present at the Feb Board meeting.</p>

	<p>Jessica: There are several approaches we can take - enlisting him at \$5,000 to come up with a plan of action and help with the implementation. Or have him simply act as an advisor as needed (to the extent he is willing)</p> <p>Dawn: Great to have him on board because he knows what he's doing. It's good that rapid growth is happening.</p> <p>Terri: Want to take two solid ideas and merge them. No need to be separate from each other. Umbrella idea is the concept.</p> <p>Jessica: I see ideas as complementing each other not two complete separate ideas.</p> <p>Daniel: The two campaigns would help show investment and upswing of the community. I'm confused as to what we are getting out of \$5,000.</p> <p>Jessica: The \$5K is just an idea – we could get the implementation plan, graphics and designs, message (tagline/list of accomplishments). Todd always has a call to action. It would help flesh out the tagline, graphic identity, call to action, what an ad in the DT News might look like, framework that we can implement.</p> <p>Gee: Biggest concern is that the main campaign “this is the time and place”, and trying to communicate both campaigns to same audience. Second concern is that it looks more like an internal accomplishments rather than external focus.</p> <p>Jessica: We have obligation to property owners to show them the value of the BID. Our renewal is a year from now. We want to make sure the stakeholders see the value in the BID.</p> <p>Gee: This is more internal accomplishments making it seem more political than community based.</p> <p>Jessica: There is value knowing how the BID created a safer and cleaner community. It is a huge selling point with security response time under 3 minutes and removing graffiti within 24 hours. It is valuable that people know that there is a BID that can respond on their behalf on issues within residential businesses.</p>	
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	<p>Gee: People may think it is from community rather than the BID. We should brand community rather than the BID. It needs to be a campaign that can be used to supplement campaign for property owners. It should not be part of a general campaign.</p> <p>Brian: There should be a side campaign for commercial companies.</p> <p>Jessica: Part of the accomplishments of South Park is that the BID has been part of the history over the area in past 10 years.</p> <p>Dawn: It's important as a community member feels engaged even though not a direct stakeholder.</p> <p>Terri: Who needs to be aware of accomplishments?</p> <p>Jessica: It is important for people here and for those outside the community. We see this as a way to tout this history of South Park over the past 10 years, and subtly weave in the BID would be a missed opportunity. What do you think Daniel?</p> <p>Daniel: I like the idea of getting our name out there. We should use ten year anniversary to come up with new hook. Another way to bring new elements when talking about South Park.</p> <p>Jessica: AEG moving into Desmond Building. I talked with Ted to see if we can partner when the official opening happens. I'll talk to Todd to get proposal and tell folks about it.</p> <p>Gee: I want to see how he is using it. How he will leverage the campaign.</p> <p>Jessica: Will talk to Todd with a more solid proposal on what is possible, and how to tie is as a sub component to our current branding campaign. We'll have his proposal for it at the Board meeting.</p>	
5. Review new neighborhood map	<p>Amanda: We had a neighborhood map early last year but with changes we want to have had, and the new branding campaign, it needed a new look. We will update it every quarter as the businesses/development change as well as transportation. The map will put together a baseline file of the area. Hope to have printed soon on glossy material.</p>	No action taken

	<p>Daniel: How important are the transportation lines versus businesses?</p> <p>Amanda: In my opinion I think it is important because people come from all over to use area. It is good to offer the different types of transportation.</p> <p>Gee: It's a good reference point. Blue/Expo line more important than Bus or Dash line.</p> <p>Jessica: Transportation useful if we distribute them to people at Conventions.</p> <p>Terri: Most conventions are shuttled in instead of walkable hotels.</p> <p>Dawn: Dash bus important but hours don't match the activity of area.</p> <p>Terri: Everyone uses Uber they are not looking to take public transportation.</p> <p>Jessica: We will leave Blue/Expo line and get rid of Silver line.</p> <p>Daniel: Take off all buses?</p> <p>Jessica: For new businesses to be successful, we will promote them rather than wait a couple of months for official opening. Leaving them off the list could hurt them.</p> <p>Daniel: On the back page put finalist for the Curbed LA Los Angeles Neighborhood of the Year instead of second place.</p> <p>Brian: Consider tweaking the actual spacing in the next version so things are more visible.</p> <p>Jessica: We will work on the ICIS Conference at next meeting.</p>	
<p>6. Updates a. Green Carpet Event – Jan. 20, Bottle</p> <p>b. New</p>	<p>Jessica: Currently making sidewalk repairs in the district. Hoping to have press conference with the city (CD 14). Check out mural on Hope St. as well as trees being added to area. Green Carpet Event on January 20th Bottle Rock LA at 5 PM.</p> <p>Jessica: January 22nd is our orientation and the February 19th meeting will move to the 25th.</p> <p>Terri: LACD meeting that day that could conflict</p>	<p>No action taken</p>

meeting invitations	Jessica: Executive meeting will make decision.	
7. Next Meeting	March 11, 2015, 9:00 AM (Note: Committee decided to move to 9 AM)	

Terri motions to adjourn meeting at 10:13 AM. Daniel seconds. Meeting is adjourned.

NEXT STEPS:

- **Jessica will:**
 - Talk with Carmen regarding ways to edit video.
 - Work with Dawn to submit synopsis of South Park on DTLA website.
 - Pursue domain name for website.
- **Amanda will:**
 - Edit map with updated restaurant and entertainment locations as well as removing some public transportation routes.
 - Get the map printed in time for ICSC
 - Work with Micah on a shorter video concept.
 - Plan for videos with different foci (business, residential, etc)
 - Ensure current video is sent out to all local entities, including hotels, LATCB, restaurants, brokers, etc.
 - Create a call to action/click-through for the video – next steps for engagement
 - Send out the approved website RFP
 - Work on the 10 year anniversary plan with Todd

Minutes taken by Jordan Dias, staff, revised by Jessica Lall and Amanda Irvine